

DEC 04 2006

Attorney's Docket No.: 06155-081002

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Number of pages including this page 4

Applicant : Shlomo Assa et al.  
Serial No. : 10/714,436  
Filed : November 14, 2003

Art Unit : 2861  
Examiner : Hai Chi Pham

Title : PRINTING A CODE ON A PRODUCT

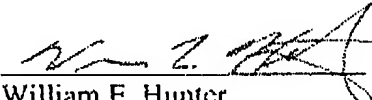
**MAIL STOP ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

A RESPONSE TO NOTICE OF ALLOWANCE and ISSUE FEE TRANSMITTAL  
FORM, dated December 4, 2006, are attached.

Respectfully submitted,

Date: December 4, 2006

  
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Reg. No. 47,671

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICEApplicant : Shlomo Assa et al.  
Serial No. : 10/714,436  
Filed : November 14, 2003Art Unit : 2861  
Examiner : Hai Chi Pham  
Confirmation No.: 9373  
Notice of Allowance Date: October 4, 2006

Title : PRINTING A CODE ON A PRODUCT

MAIL STOP ISSUE FEE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450RESPONSE TO NOTICE OF ALLOWANCE

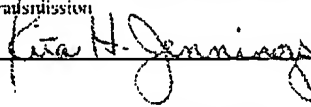
In response to the Notice of Allowance mailed October 4, 2006, enclosed is a completed Issue Fee Transmittal Form PTOL-85b including payment for the required issue fee and publication fee.

Comments On Examiner's Reasons For Allowance

In reply to the Notice of Allowance mailed October 4, 2006, it is agreed that the features recited in the Examiner's Reasons for Allowance are not taught or suggested by the art of record, and that some or all of the allowed independent claims 1, 10, 19, 27, 33, 36, 45 and 50 are distinguished from the art of record for at least the reasons stated in the Reasons for Allowance. Applicant does not concede that the stated reasons are the only grounds for patentability of the allowed claims, that the claim limitations excluded from the Reasons for Allowance are taught or suggested by the art of record, or that all of the limitations are necessary for patentability of the allowed claims or other claims directed to the disclosed subject matter. Additionally, each allowed claim stands on its own.

## CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

December 4, 2006  
Date of Transmission  
Signature   
Rita H. Jennings  
Typed or Printed Name of Person Signing Certificate